

# POST-SHOW REPORT 2017



## **BIG CROWDS. BIG SUCCESS.**

Thousands of visitors converged on the U.S. Bank Stadium for three days of shopping at the **2017 Minneapolis Holiday Boutique**. Shoppers eagerly walked the show to buy from 259 exhibitors. Here's a recap of the exciting marketplace these buyers experienced.

**26,226**  
*Total Attendees*

**72,462** UNIQUE

visitors browsed our show website in the 30 days prior to the show.

Web banners are available at a *low* cost to put YOU in front of this powerful and large online audience.

**1,749** NEW

consumers signed up to receive information from us in the future.

Ask us how you can communicate your marketing message to them year-round.

MORE THAN

**17**

**MILLION  
PAID MEDIA  
IMPRESSIONS**

## VISITOR SNAPSHOT



**96%**

spent up to \$500 at the show this year



**84%**

of attendees are very likely or likely to tell family and friends about the show



**64%**

were on the show floor for 3-6 hours



## Voicing YOUR OPINION

"I wanted to take a minute to let you know about my experience at the 2017 Holiday Boutique Show. This was my second time exhibiting, and sales were way up against the previous year; it turned out to be one of my best shows all year. I really appreciate the professionalism that I experienced and look forward to 2018."

*Stuart Kaufman  
Pastamore Gourmet Foods*

"We will continue to spread the word of how amazing the Minneapolis Holiday Boutique show was and how excited we are to book for next year! Thanks again for being so good to us and running such an awesome event! We cannot tell you enough how amazing all your staff was throughout the whole show!"

*Laurissa Wendling  
Oh Deer Children's Boutique*

## EXHIBITOR SNAPSHOT



are involved in their company's decision to exhibit at the show



of those who exhibited thought the show dates were excellent, very good or good



of exhibitors are planning on purchasing the same amount of exhibit space in the future



of exhibitors at the show rated the quality of attendees as excellent, very good, good or fair



### SPONSORSHIP

Looking for unique ways to gain additional exposure before, during and after the show? Contact Jill Kivett at 604-639-2288 or [jillk@MPEshows.com](mailto:jillk@MPEshows.com) or Julianne Spargo at 952-9330-3850, ext. 116 or [juliannes@MPEshows.com](mailto:juliannes@MPEshows.com) for rates and info for this or any Marketplace Events show.



### SATISFACTION GUARANTEED

Any visitor who was not completely satisfied with the Minneapolis Holiday Boutique was able to visit the Show Office and submit paperwork to receive a full refund. This guarantee was promoted in show advertising. We're pleased to report that out of 26,226 visitors, we only received **3 requests for a refund.**





## GETTING THE WORD OUT

Advertising spend topped more than \$148,000! Plus, the show garnered more than 17 million paid impressions across a variety of mediums. Spreading these dollars across multiple media—television, radio, print, outdoor and online—ensured total saturation of the local market and drove thousands of attendees through the doors.



## MEDIA SAMPLES

### PRINT ADS



### ADMISSION TICKETS



### SHOW GUIDE (4 pages)



### BUS TAIL




### ONLINE ADS



### EMAILS



 **7,800**  
followers

 **44,276**  
impressions



**TV** – Our strategy to secure top prime programs on KARE, KMSP, KSTC, KSTP, WCCO and others ensured attendees at the show who were eager to buy.

**Radio** – Hundreds of thirty-second spots were heard across stations such as KDWB, KEEY, KQQL, KSTP, KTCZ, KTMV and several others. Plus, on-air contests and ticket giveaways all contributed to traffic.

**Print** – We teamed up with the Star Tribune to promote the show with attention-grabbing ads and show guide.

**Online** – Our digital presence on multiple websites gave us total saturation of the market.

**Direct Mail** – Inserts in advertising circulars kept us top-of-mind in the weeks leading up to the show.



In January 2017, Marketplace Events announced a new partnership with Habitat for Humanity to help create a world where everyone has a decent place to live. To date through multiple fundraising initiatives across all of our shows, we've raised more than \$80,000 to support Habitat for Humanity plus additional dollars through many local initiatives!

# 2017 MINNEAPOLIS HOLIDAY BOUTIQUE



1. The show's **Designer Rooms & Mannequin Display** inspired visitors with three designer rooms by At Home. Each room included mannequins expertly outfitted by Christopher Straub of Lifetime's "Project Runway" with themes such as Date Night Up North, Whimsical Wonderland and Dazzle the Halls.
2. The lights and sparkle of uniquely decorated holiday trees was hard to miss this year, as **The Festival of Trees** captivated shoppers as they strolled through the Holiday Boutique. Donated by individuals, companies and civic groups, each tree was sold via silent auction throughout the weekend. The feature was organized by the Minneapolis Fire Department and benefits Coats for Kids through Operation Warm.
3. **Christopher Straub of Lifetime's "Project Runway"** picked his favourite finds for the best of the best and must-have gifts at the show this year.
4. The **Shoppers Relaxation Lounges presented by Star Tribune** allowed busy shoppers to kick back and recharge with chair massages from Project Wellness and complimentary device charging before hitting the floor again for more shopping.
5. In the spirit of the season, holiday craft **Make It Take It Workshops** allowed those who participated to channel their inner artist to create beautiful signs and their own unique pieces. Plus, they were able to take these masterpieces home to enjoy!
6. With heavy bags in tow, shoppers got a break from carrying bags of goodies around the show floor at our **Package Check** location.

## — THANK YOU TO OUR SPONSORS & PARTNERS —



*Call today*  
TO BOOK 2018!



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MARKETPLACE | EVENTS

## SAVE THESE DATES!

|  |                        |   |  |
|--|------------------------|---|--|
| DES MOINES HOLIDAY BOUTIQUE                    | NOVEMBER 2-4, 2018     | Iowa Events Center                      | <a href="http://DesMoinesHolidayBoutique.com">DesMoinesHolidayBoutique.com</a>     |
| <b>NEW SHOW!</b><br>MILWAUKEE HOLIDAY BOUTIQUE | NOVEMBER 2-4, 2018     | Wisconsin State Fair Park               | <a href="http://MilwaukeeHolidayBoutique.com">MilwaukeeHolidayBoutique.com</a>     |
| CHRISTMAS GIFT + HOBBY SHOW                    | NOVEMBER 7-11, 2018    | Indiana State Fairgrounds West Pavilion | <a href="http://ChristmasGiftAndHobbyShow.com">ChristmasGiftAndHobbyShow.com</a>   |
| SOUTHERN CHRISTMAS SHOW                        | NOVEMBER 8-18, 2018    | The Park Expo & Conference Center       | <a href="http://SouthernChristmasShow.com">SouthernChristmasShow.com</a>           |
| PREVIEW NIGHT                                  | NOVEMBER 7, 2018       |   |  |
| MINNEAPOLIS HOLIDAY BOUTIQUE                   | NOVEMBER 9-11, 2018    | U.S. Bank Stadium                       | <a href="http://MinneapolisHolidayBoutique.com">MinneapolisHolidayBoutique.com</a> |
| KANSAS CITY HOLIDAY BOUTIQUE                   | NOVEMBER 15-18, 2018   | Overland Park Convention Center         | <a href="http://KCHolidayBoutique.com">KCHolidayBoutique.com</a>                   |
| <b>NEW SHOW!</b><br>DETROIT HOLIDAY BOUTIQUE   | NOV. 30 - DEC. 2, 2018 | Suburban Collection Showplace           | <a href="http://DetroitHolidayBoutique.com">DetroitHolidayBoutique.com</a>         |